

Firm To Seek Power Source at Lakeview

Los Angeles - (UPI) - The Magma Power Co. of Los Angeles will begin land surveys in the Lakeview and Crump Valley areas of Oregon about midsummer to determine if hot water wells there can be used as a possible source of steam power.

Roy Parodi, land manager for the company, said the steam fields would be tested to learn whether they can be profitably harnessed to produce electric power.

No definite date for the exploration has been set, Parodi said.

News in Separates



by Marian Martin

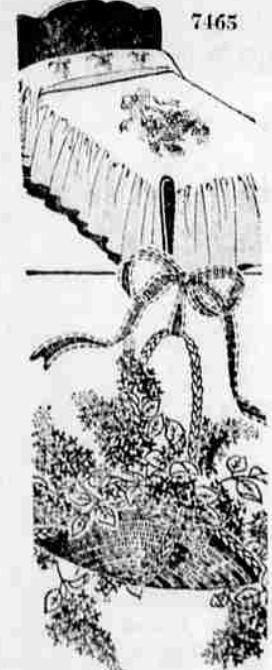
Newest separates look for going out or at-home entertaining. Extra-easy to sew blouse and back-wrap skirt in different versions.

Printed Pattern 9170: Jr. Miss Sizes 9, 11, 13, 15, 17. Size 13 top 1 1/2 yard 35-inch; back-wrap skirt 2 3/4 yards.

THIRTY-FIVE CENTS in coins for this pattern—add 10 cents for each pattern for first-class mail. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

FREE OFFER: Coupon in Spring Pattern Catalog for one pattern free—any one you choose from 300 design ideas. Send 50c now for Catalog.

It's Lilac Time



by Alice Brooks

Give a bedroom a fresh, spring touch—embroider a spread in lovely lilac tones.

Baskets of lilacs—decorator beauty for your bed! Combine light, deep tones in embroidery. Pattern 7465: one 15x20-inch motif; three 4 1/2 x 5.

THIRTY-FIVE CENTS (coins) for this pattern—add 10 cents for each pattern for 1st-class mailing. Send to Alice Brooks, Medford Mail Tribune, Needlecraft Dept., P. O. Box 163, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

1963's Biggest Needlecraft Show stars smocked accessories—It's our new Needlecraft Catalog! Plus over 200 fresh-to-you designs to knit, crochet, sew, weave, embroider, quilt. Plus free pattern. Send 25c now!

Taylor Tells Roundtable What Development Committee Plans

"In the past 40 years in downtown Medford, the only stores I can think of that haven't changed their location at least once are Mann's Department store and Hubbard's Hardware store," the chairman of the Mayor's Greater Medford Development Committee said Monday.

Speaking to the Medford

Epidemic of Flu In East, Midwest

Washington - (UPI) - The Public Health Service said Monday a "small scale epidemic" of Asian flu has struck at least 10 states along the eastern seaboard and in the midwest.

A spokesman said the service did not consider the epidemic a "really serious one" compared with the 1957 and 1960 outbreaks but it would probably spread across the country before it runs its course.

The service said, however, that the United States has been lucky because the outbreak arrived about six weeks later than had been expected. The spokesman said the outbreak arrived in mid-January "and it usually peters out pretty fast in March."

The spokesman said there has been "no spectacular general rise" in the number of verified cases of the so-called Asian strain of influenza but said "there's a lot of sickness. There's no doubt about that."

Health officials in Portland said no Asian flu virus has been isolated in Oregon.

Chamber of Commerce Roundtable luncheon at North's Chuck Wagon, Bob Taylor cited a long list of the firms in the core area that have engaged in a "constant shuttle from one place to another."

He mentioned more than 20 different business locations and the changes that have taken place there. "If someone 40 years ago had said these changes would take place, who would have believed him?" Taylor asked.

The speaker reviewed the past to establish one point: If these changes have taken place, it is logical to expect that there will be many changes in the future, too.

Taylor urged his audience to accept the necessity of change and to prepare for it. "We have one advantage our predecessors didn't have," he said. "We recognize that the city will grow. We have a chance to develop a master plan so that the changes we want can be accomplished."

Investment Banker Succumbs at Portland

Portland - (UPI) - George McPaul, 66, an investment banker who was president of the Oregon Association of the Amateur Athletic Union (AAU) in 1951, died Sunday at his home.

McPaul was active in Boy Scout work.

Survivors include the widow, Ada, and a son, George McPaul Jr.

He said the first thing his committee plans to do is to make a survey of the firms in the downtown area in an effort to answer several questions:

—What businesses plan to stay where they are?

—What buildings are owned by non-Medford residents?

—When do the leases expire on certain downtown buildings?

—Are the owners willing to remodel to accommodate present or future tenants?

(Taylor said there were two buildings in the heart of the downtown district with a termite problem. When the property owner was told of the termites, he refused to do anything about it, the speaker stated.)

After the committee has analyzed its collected data, Taylor said he felt a professional consultant should be hired to advise and guide the group in its efforts to rejuvenate the downtown business district.

"Our job would then be to inform the public of what needed to be done," he said.

Taylor criticized the attitude of some downtown businessmen. "They spend their time looking for greener pastures," he said. "Instead of working to improve the place where they are."

Author Heads State Easter Seal Sale

Portland - Author Peg Bracken, Portland, will serve as chairman of the 1963 Easter Seal sale of the Oregon Society for Crippled Children and Adults, Ralph Floberg, society president, has announced.

The newly appointed chairman, a long-time Portland resident, has been featured in many national magazines as a writer, but is probably best known for her two recent books, "I Hate to Cook Book" and "I Hate to Housekeep Book."

The Easter seal sale will be held March 7 to April 14.

Returns from the sale of Easter seals are used to finance all of the society's operations, including the Children's hospital school in Eugene; Camp Easter seal on the Oregon coast, the state's only summer camp for the exclusive use of crippled children and young adults and two mobile therapy clinics, which take physical therapy to areas of the state where it is not now available.

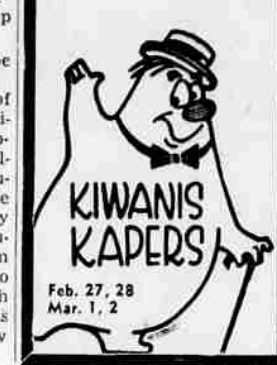
business climate unless the employers first train their employees in the basic techniques of salesmanship.

Taylor stressed that one of the most important aspects of good selling is courteous treatment of the customer.

"What the salesman does to the customer," he said, "is what the customer thinks you - the employer - are."

He told the Roundtable the downtown businessman should not worry about competing with shopping centers; they should make the shopping centers worry about competing with them.

"Well Flip My Wig"



Feb. 27, 28 Mar. 1, 2

LAUNDROMAT

11TH STREET

STEWART AVE

14TH STREET

OAKDALE

COURTHOUSE

WASH 20c

DRY 10c

COIN OPERATED DRY CLEANING

11th and Oakdale

Next to... OAKDALE MKT.

WASH 20c

DRY 10c

COIN OPERATED DRY CLEANING

11th and Oakdale

Next to... OAKDALE MKT.

TO YOUR VALENTINE

FROM YOU AND MANN'S...

chanel no. 5 for the purse

Perfume at her fingertips with the most treasured name in fragrances. Channel No. 5... without doubt the nicest expression from you to your Valentine.

5.00 p.t.

'his' and 'hers' match mate shirts by -ARROW-

Palette print sport shirts that go steady in fashion! Fashioned in luxurious 100% long staple cotton... smooth, soft, comfortable. Beautifully fitting. Sanforized.

ea. 5.00

A. Gift hankies for that extra tuck-in gift. Lovely linens, beautiful sheers, embroideries.

from 59c

B. Valentine socks for him... one size Banlons in sparkling red... featuring new Spandex top. Cushiony cotton terry in white with red trim or red with black trim.

1.00 pr.

gift hosiery by Hanes

Beautiful seamless hose in spring's lovely colors: South Pacific, Bali Rose, Barely There and Shell. Sizes 8 1/2 to 11.

1.50 pr.